



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Waterfront Strategies  
1010 Wisconsin Ave  
Washington, DC 20007

# Contract # 1356670

Schedule Dates 08/28/12-09/09/12  
Advertiser House Majority Political Action Committee (57001)  
Agency Waterfront Strategies (7591)  
Product POLITICAL ISSUE (ns) (1187)  
Brand HOUSE MAJOR PAC 8/28 (468362)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name WOOD, SPENCER  
Phone/Fax /  
CPE 79/86/1618  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments HOUSE MAJOR PAC 8/28  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 08/17/12  
Last Modified 08/17/12  
Entered By Jessica Landolfo  
CO-OP No  
Headline # 06284286  
Demo A35+  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,367.50  
Net Total \$36,082.50  
Sales Tax

| Salt Lake City (KUTV) |       |             |
|-----------------------|-------|-------------|
| By Broadcast Month    | Spots | Rate        |
| Sep. 2012             | 61    | \$42,450.00 |
| Grand Total:          | 61    | \$42,450.00 |

| Line | Line Type / Break Type (Ref #)  | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments                            | Entered |
|------|---------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|-------------------------------------|---------|
| 1.0  | Normal Line / SPOT (1)          | 08/28/12-09/07/12 | 1   | :30    | 1P-2:30P (MST)      | 2   | X  | X  | X  | X  | X  |    |    | 4     | \$200.00   | \$800.00   | Salt Lake City (KUTV) | FRESH LIVING / BOLD & THE BEAUTIFUL | 8/17/12 |
| 2.0  | Normal Line / SPOT (2)          | 08/28/12-09/07/12 | 1   | :30    | 10A-11A (MST)       | 3   | X  | X  | X  | X  | X  |    |    | 6     | \$300.00   | \$1,800.00 | Salt Lake City (KUTV) | YOUNG & THE RESTLESS                | 8/17/12 |
| 3.0  | Normal Line / SPOT (3)          | 08/28/12-09/03/12 | 1   | :30    | 10:35P-11:38P (MST) | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$600.00   | \$3,000.00 | Salt Lake City (KUTV) | DAVID LETTERMAN                     | 8/17/12 |
| 4.0  | Normal Line / SPOT (3)          | 09/04/12-09/07/12 | 1   | :30    | 10:35P-11:38P (MST) | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$600.00   | \$1,800.00 | Salt Lake City (KUTV) | DAVID LETTERMAN                     | 8/17/12 |
| 5.0  | Normal Line / News (4)          | 08/28/12-09/03/12 | 1   | :30    | 12P-1P (MST)        | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$350.00   | \$1,750.00 | Salt Lake City (KUTV) | 2 NEWS AT NOON                      | 8/17/12 |
| 6.0  | Normal Line / News (4)          | 09/04/12-09/07/12 | 1   | :30    | 12P-1P (MST)        | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$350.00   | \$700.00   | Salt Lake City (KUTV) | 2 NEWS AT NOON                      | 8/17/12 |
| 7.0  | Normal Line / SPOT (5)          | 08/28/12-09/07/12 | 1   | :30    | 3P-4P (MST)         | 3   | X  | X  | X  | X  | X  |    |    | 6     | \$500.00   | \$3,000.00 | Salt Lake City (KUTV) | RICKY LAKE                          | 8/17/12 |
| 8.0  | Normal Line / News (6)          | 08/28/12-09/07/12 | 1   | :30    | 5P-5:30P (MST)      | 3   | X  | X  | X  | X  | X  |    |    | 6     | \$1,000.00 | \$6,000.00 | Salt Lake City (KUTV) | 2 NEWS AT 5P                        | 8/17/12 |
| 9.0  | Normal Line / News (7)          | 08/28/12-09/07/12 | 1   | :30    | 6A-8A (MST)         | 2   | X  | X  | X  | X  | X  |    |    | 4     | \$700.00   | \$2,800.00 | Salt Lake City (KUTV) | 2 NEWS THIS MORNING                 | 8/17/12 |
| 10.0 | Normal Line / SPOT (8)          | 08/28/12-09/07/12 | 1   | :30    | 6:30P-7P (MST)      | 3   | X  | X  | X  | X  | X  |    |    | 6     | \$1,250.00 | \$7,500.00 | Salt Lake City (KUTV) | ENTERTAINMENT TONIGHT               | 8/17/12 |
| 11.0 | Normal Line / SPOT (9)          | 08/28/12-09/07/12 | 1   | :30    | 9A-10A (MST)        | 3   | X  | X  | X  | X  | X  |    |    | 6     | \$750.00   | \$4,500.00 | Salt Lake City (KUTV) | THE PRICE IS RIGHT                  | 8/17/12 |
| 12.0 | Normal Line / News (10)         | 09/04/12-09/08/12 | 1   | :30    | 10P-10:35P (MST)    |     |    |    |    |    |    | 1  |    | 2     | \$1,500.00 | \$3,000.00 | Salt Lake City (KUTV) | KUTV NEWS AT 10P SAT                | 8/17/12 |
| 13.0 | Normal Line / Sports/Other (11) | 09/01/12-09/08/12 | 1   | :30    | 10:35P-11:05P (MST) |     |    |    |    |    |    | 1  |    | 2     | \$500.00   | \$1,000.00 | Salt Lake City (KUTV) | TALKIN' SPORTS SAT                  | 8/17/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station

Date:

Comments:

*[Signature]* 8/17/12



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|------|---------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------------------|---------|
| 14.0 | Normal Line / News (12)         | 09/02/12-09/09/12 | 1   | :30    | 10P-10:35P (MST)    |     |    |    |    |    |    |    | 1  | 2     | \$2,000.00 | \$4,000.00 | Salt Lake City (KUTV) | KUTV NEWS AT 10P SUN | 8/17/12 |
| 15.0 | Normal Line / Sports/Other (13) | 09/02/12-09/09/12 | 1   | :30    | 10:35P-11:35P (MST) |     |    |    |    |    |    |    | 1  | 2     | \$400.00   | \$800.00   | Salt Lake City (KUTV) | TALKING SPORTS SUN   | 8/17/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

CREDIT RISK !!  
HARRIS REPORT FROM REP  
AUG16/12 18.4  
\*\*\* KUTV-TV \*\*\*

PROGRAM : YOUNG & THE RESTLESSNESS  
CON COM1: YOUNG & THE RESTLESSNESS

✓✓



REP HEADLINE# 6284286  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 215 564 1103  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 AUG16/12 18.4  
 \*\*\* KUTV-TV \*\*\*

| LINE#                          | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|--------------------------------|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 11                             |     |    | 1035P-1105P | 30   |     | \$500.00   | 9/1        | 9/8      | 1       |           | SAT  | 2         |
| PROGRAM : TALKIN' SPORTS SAT   |     |    |             |      |     |            |            |          |         |           |      |           |
| CON COM1: TALKIN' SPORTS SAT   |     |    |             |      |     |            |            |          |         |           |      |           |
| 12                             |     |    | 1000P-1035P | 30   |     | \$2,000.00 | 9/2        | 9/9      | 1       |           | SUN  | 2         |
| PROGRAM : KUTV NEWS AT 10P SUN |     |    |             |      |     |            |            |          |         |           |      |           |
| CON COM1: KUTV NEWS AT 10P SUN |     |    |             |      |     |            |            |          |         |           |      |           |
| 13                             |     |    | 1035P-1135P | 30   |     | \$400.00   | 9/2        | 9/9      | 1       |           | SUN  | 2         |
| PROGRAM : TALKING SPORTS SUN   |     |    |             |      |     |            |            |          |         |           |      |           |
| CON COM1: TALKING SPORTS SUN   |     |    |             |      |     |            |            |          |         |           |      |           |
| SEP/12                         |     |    | 42450.00    |      |     |            |            |          |         |           |      |           |
| CONTRACT TOTAL                 |     |    |             |      |     |            |            |          |         |           |      | 42450.00  |
| TOTAL SPOTS                    |     |    |             |      |     |            |            |          |         |           |      | 61        |

MARKET TOTALS \$128,636 KUTV 33% KTVX 11% KSL 28% KSTU 22% KUCW 0% KJZZ 6% KCSG 0% KMYU 0%

SVC- NONE  
 DEMOS- RA35+\*